

## **Descriptive title of the invention**

**eMediaCarts™**: are non-server, standalone (locally hosted or web-connected) non-session memory virtual e-commerce shopping carts for messaging systems, Compact Disc (CD), Digital Video Disk (DVD), Web servers, TV media systems, and other media devices, which are accessible through browsers or messaging clients.

## **Computer Program (included in enclosed CD-Rom)**

X-Rom, an eMediaCarts program, is included on the included CD-Rom. A small digital product catalog is also included on the CD so that the X-Rom cart can be demonstrated.

## **Fields of the Invention**

The eMediaCarts invention is a method of presenting data to potential purchasers, clients and customers. eMediaCarts also include the means to order the products, goods or services.

Existing fields it enhances are the catalog industry, the Internet (web sites, email and instant messaging), and other electronic sales presentation methods, which display digital data (such as interactive TV and wireless). The invention also relates to multimedia presentations, electronic ordering systems, portable digital presentations disseminated on portable media, and portable data presentations, which can be sent over the Internet or other networks that allow a digital display to a remote person.

## **Background of the Invention**

### **Invention of eMediaCarts:**

eMediaCarts were invented to solve certain problems inherent in existing paper and ink and electronic catalogs.

Although printed catalogs contain photographs and other graphical illustration of the goods and services for sale, they require the customer to either fill out a paper order form and mail or fax it to the vendor, or to telephone the vendor to place the order, leaving no written record of the transaction. Also, printed catalogs cannot be updated when items are sold out, new items added, or prices change, without re-printing and re-distributing the catalog. They also cannot reflect current product availability, like in stock or backorder status.

The above shortcomings are solved with online website catalogs with shopping carts, but websites require the customer to find and come to the site in order to buy. A website cannot be mailed or otherwise distributed to the potential buyers.

eMediaCarts solve these issues by essentially putting the catalog, on any transportable electronic media that can be accessed and presented to the customer electronically. Examples are computer disks or tapes, CDs or DVDs. It can be in the same HTML format as typical web sites, or in any other electronic or digital format that can be displayed electronically. These electronic eCatalogs can be updated remotely, so that prices and product availability is current when the customer views it, even when considerable time has passed since the catalog was created. They can also include time activated sales specials, or even complete new future catalogs that become viewable upon a certain date, adding to or replacing the original catalog.